

# CONTRACT



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**(407)645-2222**

www.wesh.com

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 952750 /		<u>Alt Order #</u> 07904687
<u>Product</u> <b>AMERICAN CROSSROADS</b>		
<u>Contract Dates</u> 09/19/12 - 09/27/12		<u>Estimate #</u> 1017
<u>Advertiser</u> American Crossroads - Issue		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WESH	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WESH	09/19/12	09/21/12	M-F Early Sunrise	5:00-6:00 AM		:30			NM	2	\$1,000.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--1-1--				2	\$500.00			
N 2	WESH	09/25/12	09/27/12	M-F Early Sunrise	5:00-6:00 AM		:30			NM	2	\$1,000.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-1---				2	\$500.00			
N 3	WESH	09/24/12	09/26/12	M-F Sunrise @6AM	6:00-7:00 AM		:30			NM	2	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	1-1----				2	\$1,200.00			
N 4	WESH	09/19/12	09/21/12	NBC Today Show	7:00-9:00 AM		:30			NM	2	\$3,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--1-1--				2	\$1,800.00			
N 5	WESH	09/25/12	09/27/12	NBC Today Show	7:00-9:00 AM		:30			NM	2	\$3,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-1---				2	\$1,800.00			
N 6	WESH	09/20/12	09/20/12	Regis & Kelly 9-10 AM	9:00-10:00 AM		:30			NM	1	\$1,000.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	---T---				1	\$1,000.00			
N 7	WESH	09/24/12	09/26/12	Regis & Kelly 9-10 AM	9:00-10:00 AM		:30			NM	2	\$2,000.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	1-1----				2	\$1,000.00			
N 8	WESH	09/19/12	09/21/12	NBC Today Show II	10AM-11AM		:30			NM	2	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12   09/23/12   --1-1--   2   \$900.00												
N 9	WESH	09/25/12	09/27/12	NBC Today Show II	10AM-11AM		:30			NM	2	\$1,800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   -1-1---   2   \$900.00												
N 10	WESH	09/24/12	09/26/12	NBC Today Show III	11AM-12PM/10-11.		:30			NM	2	\$1,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   1-1-----   2   \$750.00												
N 11	WESH	09/20/12	09/20/12	Days of Our Lives	1:00-2:00 PM		:30			NM	1	\$800.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12   09/23/12   ---T---   1   \$800.00												
N 12	WESH	09/24/12	09/26/12	Days of Our Lives	1:00-2:00 PM		:30			NM	2	\$1,600.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   1-1-----   2   \$800.00												
N 13	WESH	09/19/12	09/21/12	KATIE COURIC DAY	2-3PM		:30			NM	2	\$600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12   09/23/12   --1-1--   2   \$300.00												
N 14	WESH	09/25/12	09/27/12	KATIE COURIC DAY	2-3PM		:30			NM	2	\$600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   -1-1---   2   \$300.00												
N 15	WESH	09/20/12	09/20/12	M-F 3-4 PM	3:00-4:00 PM		:30			NM	1	\$600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12   09/23/12   ---T---   1   \$600.00												
N 16	WESH	09/24/12	09/26/12	M-F 3-4 PM	3:00-4:00 PM		:30			NM	2	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   1-1-----   2   \$600.00												
N 17	WESH	09/19/12	09/21/12	M-F 4-5 PM NEWS	M-F 4-5 PM		:30			NM	2	\$2,400.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12   09/23/12   --1-1--   2   \$1,200.00												
N 18	WESH	09/25/12	09/27/12	M-F 4-5 PM NEWS	M-F 4-5 PM		:30			NM	2	\$2,400.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12   09/30/12   -1-1---   2   \$1,200.00												
N 19	WESH	09/20/12	09/20/12	M-F 5-6 PM ROT	5:00-6:00 PM		:30			NM	1	\$1,600.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12   09/23/12   ---T---   1   \$1,600.00												
N 20	WESH	09/24/12	09/26/12	M-F 5-6 PM ROT	5:00-6:00 PM		:30			NM	2	\$3,200.00
Class of Time - Fixed Non Pre-emptible												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-1----				2	\$1,600.00			
N 21	WESH	09/24/12	09/24/12	Mon NBC Prime VOICE	Prime Other		:30			NM	1	\$7,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$7,000.00			
N 22	WESH	09/24/12	09/24/12	NBC Prime REVOLUTION	10:00-11:00 PM		:30			NM	1	\$4,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$4,500.00			
N 23	WESH	09/19/12	09/21/12	NBC Tonight Show	11:35P-12:35XM		:30			NM	3	\$4,200.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--111--				3	\$1,400.00			
N 24	WESH	09/24/12	09/27/12	NBC Tonight Show	11:35P-12:35XM		:30			NM	4	\$5,600.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1111---				4	\$1,400.00			
N 25	WESH	09/25/12	09/25/12	NBC Prime VOICE	8:00-9:00 PM		:30			NM	1	\$6,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$6,000.00			
N 26	WESH	09/26/12	09/26/12	Wed NBC Prime L&O SVU	Prime Other		:30			NM	1	\$4,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$4,000.00			
N 27	WESH	09/20/12	09/27/12	NBC Prime ROCK CENTER	10:00-11:00 PM		:30			NM	2	\$5,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$2,500.00			
Week:		09/24/12	09/30/12	---T---				1	\$2,500.00			
N 28	WESH	09/21/12	09/21/12	NBC Prime DATELINE	10:00-11:00 PM		:30			NM	1	\$4,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$4,500.00			
N 29	WESH	09/22/12	09/22/12	Sat Sunrise 6-8 AM	6:00-8:00 AM		:30			NM	1	\$550.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$550.00			
N 30	WESH	09/22/12	09/22/12	NBC Saturday	Sat 8-10am		:30			NM	1	\$1,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$1,800.00			
N 31	WESH	09/22/12	09/22/12	SATURDAY NIGHT LIVE	SATURDAY NIGH		:30			NM	1	\$1,800.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$1,800.00			
N 32	WESH	09/23/12	09/23/12	Sun Sunrise@6-8 AM	6:00-8:00 AM		:30			NM	1	\$550.00
Class of Time - Fixed Non Pre-emptible												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$550.00			
N 33	WESH	09/23/12	09/23/12	NBC Sunday Today	8:00-9:00 AM/9-11,		:30			NM	1	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$2,200.00			
N 34	WESH	09/23/12	09/23/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 P		:30			NM	1	\$1,800.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,800.00			
N 35	WESH	09/23/12	09/23/12	NFL	8:00PM-conclusion		:30			NM	1	\$15,000.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$15,000.00			
N 36	WESH	09/19/12	09/19/12	NBC Prime VOICE	8:00-9:00 PM		:30			NM	1	\$2,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$2,800.00			
Totals											58	\$102,000.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	58	\$102,000.00	\$86,700.00
<b>Totals</b>	<b>58</b>	<b>\$102,000.00</b>	<b>\$86,700.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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